



## BTEC Assignment Brief

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| <b>Qualification</b>         | Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism<br>Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism<br>Pearson BTEC Level 3 International Diploma in Travel and Tourism<br>Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism |
| <b>Unit number and title</b> | <b>Unit 12: Investigating Overseas Working</b>                                                                                                                                                                                                                                                              |
| <b>Learning aim</b>          | <b>C:</b> Review own skills, development and performance in customer service and sales situations                                                                                                                                                                                                           |
| <b>Assignment title</b>      | Assignment 3: On Reflection                                                                                                                                                                                                                                                                                 |
| <b>Assessor</b>              |                                                                                                                                                                                                                                                                                                             |
| <b>Issue date</b>            |                                                                                                                                                                                                                                                                                                             |
| <b>Hand in deadline</b>      |                                                                                                                                                                                                                                                                                                             |

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| <b>Vocational Scenario or Context</b> | <p>You are working in the reservations department of a large, integrated tour operator. You really enjoy your job but you have always dreamed of working abroad and have been taking part in an Assessment Day for overseas staff.</p> <p>You have just completed two role play situations with one of the trainers so that the team can assess your sales skills and see how well you handle complaints.</p> <p>Your trainer now wants you to think about the effectiveness of your customer service during the role plays and has asked you to write a self-evaluation of your performance and create an action plan to support the development of your customer service and sales skills.</p> |
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| <b>Task 1</b> | <p>You need to review the Observation Records, peer assessments and videos that were made to record and assess your performance in the two customer service roleplays.</p> <p>Based on the feedback from these sources, you must write a self-evaluation that:</p> <ul style="list-style-type: none"> <li>critically reviews, analyses and evaluates your performance, including strengths and weaknesses in both situations and what you did or did not do to successfully resolve the complaint and effectively</li> </ul> |
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|                                                                   |                                                                                                                                                                                         | <p>close the sale.</p> <ul style="list-style-type: none"> <li>● makes justified conclusions about the effectiveness of your behaviour, communication and other relevant skills in resolving the complaint and closing the sale.</li> </ul> <p>Based on the outcome of the feedback and your personal review, you must:</p> <ul style="list-style-type: none"> <li>● produce an appropriate, constructive action plan for the development of your customer service and sales skills</li> <li>● analyse and thoroughly evaluate the importance of the plan to develop your skills and how the development of your skills will prepare you for further study or future employment in the travel and tourism industry</li> <li>● include robust and specific examples to support your conclusions about how the development of your skills will lead to your future success in education or employment in the travel and tourism industry.</li> </ul> |
| <b>Checklist of evidence required</b>                             |                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>● Written self-evaluation</li> <li>● Written action plan</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Criteria covered by this task:</b>                             |                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Unit/Criteria reference                                           | To achieve the criteria you must show that you are able to:                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 12/C.P5                                                           | Use feedback to review your ability to successfully resolve a customer complaint and close a sale                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 12/C.P6                                                           | Produce a personal skills development plan to support the development of your customer service and sales skills                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 12/C.M3                                                           | Analyse your ability to successfully resolve a customer complaint and close a sale and the importance of the personal skills development plan                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 12/C.D3                                                           | Evaluate your ability to successfully resolve a customer complaint and close a sale, and how your skills development will contribute to your success in the travel and tourism industry |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Sources of information to support you with this Assignment</b> |                                                                                                                                                                                         | <p><b>Textbook</b></p> <p>Dale, G. (2018) <i>Pearson BTEC National Travel and Tourism Student Book</i>. Harlow: Pearson</p> <p><b>Websites</b></p> <p><a href="https://www.careerkickstart.rbs.com/exploring-skills/identifying-skills/reviewing-skills-and-qualities">https://www.careerkickstart.rbs.com/exploring-skills/identifying-skills/reviewing-skills-and-qualities</a> RBS Career Kickstart - Reviewing Skills and Qualities</p> <p><a href="https://www.exeter.ac.uk/media/level1/academicserviceswebsite/studentandstaffdevelopment/documents/pdp/Setting_objectives_and_writing_action_plans.pdf">https://www.exeter.ac.uk/media/level1/academicserviceswebsite/studentandstaffdevelopment/documents/pdp/Setting_objectives_and_writing_action_plans.pdf</a> University of Exeter; Setting objectives and writing action plans</p> <p><a href="http://www.ucas.com">www.ucas.com</a> UCAS website; Information and advice about</p> |



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|                                                                     | <p>travel and tourism related courses</p> <p><a href="https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/travel-and-tourism">https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/travel-and-tourism</a> Prospects website; jobs and further study in travel and tourism</p> |
| <b>Other assessment materials attached to this Assignment Brief</b> | N/A                                                                                                                                                                                                                                                                                                                  |